REASONABLE REASONS

Why You Should Trade With THE NEW IDEA COMPANY And Get the Best and Most Goods For Your Money.

BECAUSE, At this time of the year we are cleaning up all Spring and Summer Goods, making room for our immense Fall Stock that is coming in daily. We don't believe in carrying over stock from season to season. All Summer Goods must be sold out Regardless of Price.

BECAUSE. We have the largest and best assorted Stock of Merchandise to be found in Clarendon county. We have all the year round our experienced buyer in the hearth of the Northern market who is supplying us with the latest and best pick-ups in Merchandise, at such low prices that enables us to sell our goods at such low prices that many merchants would be too glad to get them at wholesale. A trial call at our store, to get our prices before buying elsewhere, will convince any one of the truth of our statement. Give us a chance to prove it.

BECAUSE. On May the 7th, 1915, we went through the mill of the storm and remember well how it feels to a sufferer by storm. Our deepest sympathy with the farmer that suffered from the recent storm comes from one that knows and is from the depth of our heart. We remember well what it meant to us any little assistance extended to us by the public at the time of need, and we are surely in position to feel how much it means to the suffering farmer when they can buy their necessities at such great savings that we are willing and ready to give to the farmer. We will cut prices to any extent possible on our entire stock for the benefit of the tobacco farmers particular, and all in general.

JUST A FEW PRICES TAKEN AT RANDOM.

Men's Work Pants, values up to \$1.50, Reduced to . . Men's Palm Beach and Keep Kool Suits at Great

Men's Negligee Shirts, best 50c grade, Reduced to.. Men's Sport Shirts, Palm Beach and fancy

One hundred Ladie's House Dresses, values up to \$1. Ladie's Middies A large assortment of Ladie's Shirtwaists to go at Children's and Misses' Dresses, all sizes and prices, Baby Dresses, sizes 2 to 6 only, white and fancy....

E Z Walkers, black and white only, the best make .. 27-inch Sheeting, best value Yard-wide Sheeting, best grade 6 3-4c Best quality Sea Island, yard-wide Sheeting 7 1-2c Summer Underwear ot all kinds and grades at COST Ladie's White Mary Jane Pumps

Ladie's Patent Eeather Mary Janes A large variety of Children's Pat. Mary Janes at...

Our enormous Stock of Fall Shoes are coming in daily and compels us to sell out our Low-quarters at a sacrifice in order to make room. This line is too large to describe in detail, but a look at our line will convince you of the truth of our statement.

There has been so many changes of location by several stores recently that so as not to be misled as to the exact location of our stores, we take this means to impress upon your mind that THE NEW IDEA CO. Stores are located with entrances second doors to the corner building of Krasnoff's Old Stand, on either side of the corner building. Be sure to look up at Our Signs, reading plainly.

Look

For

THE NEW IDEA CO. Morris Ness,

McLAURIN IS FOR MANHOOD.

Straight Talk on South Carolina Political Conditions.

PEOPLE NEED MORE EDUCATION.

porting Blease Because Blease Stands for the Rights of the Producer, and has advantage of the people and fluences that have surrounded Against the People Now.

n. John L. McLaurin, Columbia, S. C.

dear John L.

best thing to do under

give it out to the public.

My Dear David:

With best regards, I am very

Richmond, Va., July 14, 1916.

Yours 9th to hand and was

of the State Warehouse system.

Your friend,

Hygea Hospital,

W. D. Grist.

the Courage to Veto Execessive Appropriation Bills--He Says Manning Was then the base instincts of the lance trust and other malign cor-Against the People 1890 and that He is

unless you are willing for me to Yorkviile, S. C. July 10, 1916.

I have your letter of Saturday d feel like quarreling with ou for not coming up as you romised. No wonder you are ot feeling well. The hot stifatmosphere of Columbia, glad to hear from you. It is not ecially in that old warehouse surprising that so little is heard nough to make anybody feel

spend a few days in our Be" to discuss industrial quesh, pure air, where you could tions in a campaign, They are ve good water to drink, plen- more secure when the divisions of tomatoes and other fine are on factional lines, than when retables to eat, and where voters use the ballot to further can have the association of their own interest. As I see it, honest farmers who be- the contest is between Manning to vote for Governor Manning, fight the State system, but evin you and in what you are and Blease. The others are not because I think up to the time ery man is unconsciously swayg to do for them.

alk to you about the cam- at the gubernatorial plum two ment, and be a man of the peo- manage their own warehouses, gn The reports in the pa- years from now. are very unsatisfactory as I care nothing about factional etail, and the one subject in politics except as it affects the Laney Odom act, the monied for the State system to serve the ich I am most interested—the principles which to some extent, forces used Cooper as a club and need of the small farmer and at chouse—is not receiving the are embodied in the State ware- beat Manning back into line, the same time save the State ab tion to which its import- house system. entitles it. If there is anythe state qualified to sug

two factions and will have them mstances. you are the as long as there is but one parwanted to talk it ov- ty. What you call the anti-fac-Won't you write tion in South Carolina reprethink, under the sents money, and in the north the people in 1890, and he is the small farmer which Governor will keep any- are Republicans. The Reform same way now. His friends Manning was publicly condemnto myself, faction are Democrats here and know it, and the majority of the ing, and by his condemnation

everywhere, because they the producers and laborers.

ceived himself. He was against lateral the very receipt of the

kid-gloved icicle in the gover-On one side stands the social nor's office. Their tone is one er, on the other the masses of he "ought to have a second term duty of the State government to cents. In 1914, when war was

the people, the tollers. Go to because it is a precedent." I New York, New Jersey and think the re-election of Gover-Pennsylvania, and you find sim- nor Manning will inevitably ilar lines of division called Dem- strangle the State warehouse ocrat and Republican. These system, or certainly obstruct its leaders believe in no power save | development. He is certainly the dollar and respect no appeal not my friend or the friend of save that of self-interest. Fac- the system. He has joined in result of the efforts of the pro- tem out of politics," which being who can be absolutely depended the government would not pro- should be supplemented by leg- like the European peasant class. ducers to maintain their indus- translated means keep the peo- upon, not as a negative, but as a tect warehouse receipts as they islation in every State. In Cal Legislation conferring special Warehouse Commissioner Says He is Sup- trial freedom against this power ple from understanding its posof wealth and position. Design- sibilities. Governor Manning ng Reform leaders have taken cannot get away from the in played upon their hopes and his life, and his election means a fears to attain high position and complete surrender to the insursocial climber make them forget porate influences. I am sorry the people who elected them. to believe this true, and not They teach the people politics afraid to say so. How could he to secure the election of men to have any viewpoint except that high office and stop right there. of money. Who are his inti-Some say, we have too much mates and advisers. When elecpolitics. I say no, it is bad pol. ted he was at the head of a big itics. In South Carolina, I can bank, is now (so I understand) truthfully say, including myself director of an insurance company until the last ten years, that I and president of a standard ware have not known a man in office house. This warehouse underto whom political distinction was writes local receipts at five cents not the end, the sum total, in a bale per month, while the local stead of the means to the end. warehouse furnishes bond to in-It is not the fact of being gover- demnify this warehouse company nor or senator, the honor lies in and pay the high insurance ing to \$2.176,350 were levied. what we do with it, what you rates outside the system. This can accomplish, not for yourself, warehouse charged during the

aristocracy and the money pow- of apology, and the chief plea is our prosperity, and it is the ing the market price above ten hand.

e. You should come up here It does not suit the "Powers that but others—this constitutes the distressful times in 1914, 40 cents glory of public service. It is a a bale the first month and 35 cents thereafter. I do not lieve that it is to the interest of such a company in competition 7 mills. So that in ten years of cotton in the south should be Manning. He is with the peo iro and timber for the equal the farmers and producers to with the State would directly insupport Blease. I had intended fluence Governor Manning to in it. Cooper sees this and has that Cooper's candidacy became ed by environment. In a public hen I had a selfish reason for swung into line praising Man- a fixed fact. Manning tried to speech, he urged that the farm-Sing you to come. I wanted ning, so as to take another shot lift himself above his environ- ers in the country should not ple. When he favored the ware a view which would certainly de house system and signed the feat one of the primary methods where his heart has been all the solutely harmless. This is con-In South Carolina we have time. I was a fool to think for clusively shown by the letter one minute that a man born and which I have on file from the tied up with banks, insurance governor of the Federal reserve companies, etc.. like Manning, bank, stating that this bank could be for us at heart. He de would recognize as eligible col-

place itself unquivocally behind declared, there was great alarm lands open to homestead and the dollars, without taking someit, and I do not see how we can among bond and stock holders. homeseeker is thrown back into thing which in the sight of God ever expect this from a Manning The national government came the older States where land is belonged to some one else. That administration.

ideal government under Blease, were the basis of banking. The rural credit bill recently passed to know. This is why millionbut I do regard him a real man cotton crop was sacrificed. Why? by congress, but it shows the aires are becoming multi-million of the people, a incere friend It had no status as a banking necessity of doing something, aires, and laboring men and of the State was ouse system, basis. Under similar conditions It is at least a beginning and farmers becoming dependent positive factor to aid in its de- did bonds in 1914. That is what lifonia, one estate consists of 14,- privileges is the foundation of

so this year. I think he will be a better governor than before. as I am sure he sees the folly of twelve months has proved be own one half of the State of Flor allowing himself to be goaded youd any reasonable doubt that ida. There are two railroads tinuation of the present system by his enemies into imprudences cotton can be valorized then im- with holdings of fifteen million where the wealth produced each All in all, I am sure that the mediately crop mortgages will acres, a free gift from the gov- year is gathered into the hands farmer and laborer have more to have a better basis of credit, ernment, to hold out of use un of the few. What the masses hope for from the election of placing the share cropper and til the increase in population want is for each man to have an Blease than Manning.

What credit has ever been plane. given to Blease for the use of

den is laid on the people. It be done except through the pow lina. A very small part of this takes a governor willing to er of government.

make use of the veto power to

that price, then the banking The cotton crop is the basis of world is interested in maintain-

twelve cents a pound, The last men, many of them not citizens, individuals.

increase in taxation? In 1905, hand which holds the plow home owned farms increased less sea, the countless trains on the the assessment was \$220,000,000. should be the ruling economic than one per cent. The revenue at a rate of 414 power in this country. This is mills was \$1,155,000. In 1915, not so today, the power of mon- gaged farms increased from 28 ed and fed. Look at the sky ten years later the assessment ey and the control of credits, en to 35 per cent, a prelude to furth scrapers towering heavenward, was \$310,907.101. Taxes amount ables middlemen to grade and er increase in tenanting. price our products, so that

was seven mills. In an effort to others. I want licensed graders vent all the wealth being gath- the use of others. The hand mislead the people the levy was and not allow a bale of cotton to ered into the hands of the few. that produced owns no part. fixed at 5 1-2 mills and then be sold except upon grades. I go That is why, when you draw the God made the earth; air, and special levies bringing it up to further and say that every bale line, I am against such men as water. He stored away coal. there has been an increase of 50 sold from State warehouses. We ple who believe in money rights benefit of all of his children who per cent in taxable values, and should regulate production and instead of manhood rights. an increase of 100 per cent in ex establish a minimum price, as penditures. Now, all experts in does the Steel trust and other ago, leaving a fortune estimated he is doing God's work who taxation agree that when taxes great industrial organizations. as high as \$500,000,000 nearly seeks a more equitable adjustincrease faster than wealth and It is a matter of educating the twice the assessed valuation of ment of the fruits of productive population, an unbearable bur- people up to it, and it will never all the property in South Caro labor.

The State warehouse idea has stem such a tide of extravagance pared the way for rural credits. I know that the masses will If the product of the land, cotnever get anything, except by ton, can be converted into a fluid fortune was unearned increment concentration on specific meas- asset, then why not the land up arising from the increase in pop ures of reform. We have made on which the cotton is grown? ulation. cotton a fluid a set. and es. Our tenant system is a curse. tablished the warehouse receipt We will never develop into a as a basis of credit. The mo- great people except as home ment you give special privileges owners. Not one fourth of the to a collateral, you valorize the white men in South Carolina commodity represented by the own the homes in which they

people feel, that they have a tending to create distrust in the paper is discounted widely at derstandingly, nor appreciate countless thousands are so miscultivation should go hand in

> to their relief with \$400,000,000. high and unpopular as a collat- why Carnegie said, "To die rich I do not think we will have an Why? Because these securities eral. I have not studied the is to die disgraced." He ought I called President Wilson's at 500,000 acres, one seventh of every great swollen fortune in I did not vote for Blease in 19. tention to last August, and it that large State owned by one this country. The wholescheme 12. but did in 1914, and will do was the chief factor in the Sep. man. Three men in Florida own of government revolves around tember advance from nine to nearly five million acres, and 180 protection to certain classes and

> > renter upon a more independent shall make the unearned incre- honest and just portion of the ment of tremendous value. From goods he produces. The philosophy of the State 1890 to 1910, tenant farmers in-

Mr. Hill. At 25, he was a mere laborer on the railroad About 90 per cent of this tremendous fortune was unearned increment arising from the increase in pop

When one man is permitted to pile up that kind of fortune, it means that thousands of other men are slaving for him. When the laws regulating finance adpaper. If loans are made on cot live. The man who owns no such an excess of what one man ton at ten cents a pound, and the land, can never love the soil un- needs or can use, it is no wonder

I do not believe that any man ever earned in his life, by his There are no more public own labor, more than a million

What the class want is a con-

Have you ever thought of it? warehouse system is that the creased 16 2-3 per cent. while Look at the great ships on the In the same period, the mort- the farm that men may be cloththe palatial private homes. All The fight in this State, like it of these are the product of labor The appropriation bill for 1915 drones devour the workers and is everywhere, is between the applied to the soil. mines and carried \$2,463,759.82. The levy parasites thrive on the toil of masses and classes. It is to pre factory, brought together for James J. Hill died a few weeks Surely the division is unequal,

John L. McLaurin.

We offer One Hundred Dollars Reward for

rists, Toledo, O. Hall's Catarrh Cure is taken internally, acting

The Quinine That Does Not Affect The Head